

Contract / Revision **18734** Flight Dates **04/24/10-05/04/10**

Original Date / Revision 04/23/10 / 04/30/10

Advertiser **RICK SCOTT FOR GOVERNOR** (Product

**R SCOTT 4 GOVERNOR**

Agency **MULTI MEDIA**

Agency Com 15%

Buying Contact

Billing Contact

**915 KING STREET  
2ND FLOOR  
ALEXANDRIA, VA 22314**
**915 KING STREET  
2ND FLOOR  
ALEXANDRIA, VA 22314**

Primary Account Executive  
Erin Mynaugh

Sales Office DC

Sales Region National

Account Executive Order%  
Erin Mynaugh 100%

Agency Ref

Order Sep 00:15:00

Estimate #

Alt. Order # **09159559**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POLITICAICIA

Product Codes PL1

Priority P-1

Advertiser Ref

Order Share 3% Market Value 328333

Competing Station	% of Order	Amount
WCLF	%	0
WEDU	%	0
WFLA	25%	82083
WFTS	22%	72233
WFTT	%	0
WHTR	%	0
WMOR	%	0
WTOG	%	0
WTSP	22%	72233
WTTA	%	0
WTVT	28%	91933
WUSF	%	0
WVEA	%	0
WXPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
May 2010	36	\$8,372.50	\$9,850.00	0.00
Totals	36	\$8,372.50	\$9,850.00	0.00

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
04/26/10	05/04/10	36	\$8,372.50	\$9,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	7	05/03/10	05/04/10	ABC 7 News at Sunrise CM ABC 7 News at Sunris	6-7a		MT-----	:30	2	\$125.00	P-7	0.00	NM	2	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/03/10	05/09/10	MT-----					2	\$125.00		0.00			
E 2	7	04/26/10	04/30/10	ABC 7 News at Sunrise CM ABC 7 News at Sunris	6-7a		MTWTF--	:30	5	\$125.00	P-7	0.00	NM	5	\$625.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/26/10	05/02/10	MTWTF--					5	\$125.00		0.00			
E 3	7	05/03/10	05/04/10	ABC 7 News at 5p ABC 7 News at 5p	CM	5-530p	MT-----	:30	2	\$250.00	P-6	0.00	NM	2	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		05/03/10	05/09/10	MT-----					2	\$250.00		0.00			
E 4	7	04/26/10	04/30/10		CM	5-530p	MTWTF--	:30	5	\$250.00	P-6	0.00	NM	5	\$1,250.00

Contract / Revision **18734** Flight Dates **04/24/10-05/04/10**

Hiatus Dates

Original Date / Revision 04/23/10/ 04/30/10

Order Sep 00:15:00

Advertiser **RICK SCOTT FOR GOVERN** Product **R SCOTT 4 GOVERNOR**

Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				ABC 7 News at 5p										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/26/10	05/02/10	MTWTF--					5	\$250.00		0.00		
E 5	7	05/03/10	05/04/10	M-F 6-7p News Rotator CM	6-7p		MT-----	:30	2	\$550.00	P-6	0.00 NM	2	\$1,100.00
				M-F 6-7p										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		05/03/10	05/09/10	MT-----					2	\$550.00		0.00		
E 6	7	04/26/10	04/30/10	M-F 6-7p News Rotator CM	6-7p		MTWTF--	:30	5	\$550.00	P-6	0.00 NM	5	\$2,750.00
				M-F 6-7p										
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/26/10	05/02/10	MTWTF--					5	\$550.00		0.00		
N 7	7	05/03/10	05/04/10	ABC 7 News at Sunrise CM	6-7a		MT-----	:30	2	\$125.00	P-7	0.00 NM	2	\$250.00
				ABC 7 News at Sunrise										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		05/03/10	05/09/10	MT-----					2	\$125.00		0.00		
N 8	7	04/28/10	04/30/10	ABC 7 News at Sunrise CM	6-7a		--WTF--	:30	3	\$125.00	P-7	0.00 NM	3	\$375.00
				ABC 7 News at Sunrise										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/26/10	05/02/10	--WTF--					3	\$125.00		0.00		
N 9	7	05/03/10	05/04/10	ABC 7 News at 5p CM	5-530p		MT-----	:30	2	\$250.00	P-6	0.00 NM	2	\$500.00
				ABC 7 News at 5p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		05/03/10	05/09/10	MT-----					2	\$250.00		0.00		
N 10	7	04/28/10	04/30/10	ABC 7 News at 5p CM	5-530p		--WTF--	:30	3	\$250.00	P-6	0.00 NM	3	\$750.00
				ABC 7 News at 5p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/26/10	05/02/10	--WTF--					3	\$250.00		0.00		
N 11	7	05/03/10	05/04/10	ABC 7 News at 530p CM	530-6p		MT-----	:30	2	\$300.00	P-6	0.00 NM	2	\$600.00
				ABC 7 News at 530p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		05/03/10	05/09/10	MT-----					2	\$300.00		0.00		
N 12	7	04/28/10	04/30/10	ABC 7 News at 530p CM	530-6p		--WTF--	:30	3	\$300.00	P-6	0.00 NM	3	\$900.00
				ABC 7 News at 530p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		04/26/10	05/02/10	--WTF--					3	\$300.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
3	7	04/26/10-05/02/10		ABC 7 News at 530p	530-6p		--WThF----	:30		<del>(\$300.00)</del>		0.00 NM		
See MG 12.4														
[DID NOT RUN DUE TO C CRIST NEWS COVERAGE]														
4	7	05/03/10-05/03/10		M-F GMA	7-9a		M-----	:30		\$300.00		0.00 NM		
Ⓜ MG for 12.3 04/29														
													Totals	36 \$9,850.00